

Claims

1. Equipment for providing advertisements, especially advertisements alongside public roads, that has an advertising board positioned near a busy place containing advertising element(s), especially text and/or picture(s), in front of and/or behind which there are modifying elements positioned at a distance, creating an impression of movement from the point of view of the person moving towards the advertising board (7; 9;) and for him/her, being made visible and/or covered partly or completely by the advertising board, **characterised by** that the advertising board (1; 3; 7; 9; 19) contains an opening or openings (1a; 1b; 3a; 7a; 9a; 19a), supplied in a given case with a transparent and/or translucent insert element, behind which there is(are) modifying a element(s) (2; 4; 8; 10; 20) that are perceived to disappear and/or appear by an approaching person.

2. The equipment according to claim 1 **characterised by** that the cut-out(s) (1a; 1b; 9a) is(are) formed in the shape of an advertising element, for example a human face or product/commercial device, for example bottle, tube or similar form, or supplementary part of it.

3. The equipment according to claim 1 or 2 **characterised by** that the modifying element (4; 20) contains fields (4a-4c; 20a-20d) of differing colours.

4. The equipment according to claim 3 **characterised by** that among the colour-fields (20a-20d), advantageously vertical bands, there are one or more black fields and the fields positioned next to each other are of differing colours and the advertising board (19) has an opening-group consisting of numerous, relatively small sized openings (19a), advantageously spreading over the whole surface area of the advertising board (19).

5. The equipment according to any of claims 1-4 **characterised by** that the openings (3; 19a) have regular geometric shapes, for example square shaped, circular, or multisided; and/or are formed into a concrete shape, for example a human eye, a bottle, a tube or a similar shape.

6. Equipment for providing advertisements, especially advertisements near public roads, that has an advertising board positioned near a busy place containing advertising elements, especially text and/or picture(s), in front of and/or behind which there are modifying elements positioned at a distance, creating an impression of movement from the point of view

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of the person moving towards the advertising board and for him/her, being made visible and/or covered partly or completely by the advertising board **characterised by** that at least one modifying element (18) best placed in front of the advertising board (16) a distance (t7) away from it contains an opening, in a given case with a transparent and/or translucent insert element; and on the advertising board (16) from the point of view of a person travelling in a busy place towards it there are advertising elements, for example text, letters, designs and similar that create the impression of movement for the person looking through the opening(s) (18a, 18b) on the partly or completely free and/or covered part of the advertising board (16).

7. Equipment for providing advertisements, especially advertisements near public roads, that has an advertising board positioned near a busy place containing advertising elements, especially text and/or picture(s), in front of and/or behind which there are modifying elements positioned at a distance, creating an impression of movement from the point of view of the person moving towards the advertising board and for him/her, being made visible and/or covered partly or completely by the advertising board **characterised by** that in the

interest of creating the impression of vertical movement for a person approaching the advertising board (5; 12), there are several openings (5a-5c) formed in the advertising board (5; 12), containing transparent or translucent inserts in a given case, and behind these, at a distance ( $t_1 - t_3$ ), there are several modifying elements (6a-6c) that appear and disappear in the individual openings (5a-5c) during the approach of the aforementioned person positioned at different heights ( $m_1 - m_3$ ); and/or in the advertising board (12) there are one or more, for example, thin, longish rectangular openings (12a) extending in the vertical sense, and behind the opening(s) (12a) at a distance ( $t_5$ ) from the advertising board (12) there ~~is~~(are) a modifying element(s) (13) that create the impression of vertical movement for the person and from the point of view of the person approaching the advertising board (12) looking through the opening(s) (12a).

8. The equipment according to claim 7 **characterised by** that the modifying element (13) is a board in the shape of a right-angled triangle with an angled edge, one of the small sides of which triangle is set to the appropriate side, and the lower end point of its small side is in the same line of or near to one of the lower

corner points of the, for example, rectangular advertising board (12).

9. Equipment for providing advertisements, especially advertisements near public roads, that has an advertising board positioned near a busy place containing advertising elements, especially text and/or picture(s), in front of and/or behind which there are modifying elements positioned at a distance, creating an impression of movement from the point of view of the person moving towards the advertising board and for him/her, being made visible and/or covered partly or completely by the advertising board **characterised by** that in one or more of the edges of the advertising board (14), especially in the upper edge there is(are) an opening(s) (14a) opening outwards, the modifying element(s) (15) at a distance ( $t_6$ ) behind and/or in front of the advertising board (14) are positioned in the region of this (these) edge(s).

10. The equipment according to claim 9 **characterised by** that the openings (14a) are formed in the upper edge of the advertising board (14) in the form of, practically regular, waveforms consisting of peaks and troughs, and the one or more modifying elements (15) positioned behind the advertising board (14) in the region of the height of the openings (14a)

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is(are) a figure(s) expressing an activity  
associated with the waves, for example a surfer,  
and/or a boat or similar thing.